





ACCORDING
TO THE
HISTORY OF
REAL ESTATE
IN JAPAN.



HERE WE GO.
THERE'S
PLENTY
INTERESTING
STUFF HERE.



IN FACT,
70% OF THE
METROPOLITAN
POPULATION
LIVED IN
RENTALS!

...MOST JAPANESE
PEOPLE LIVED IN
RENTALS UNTIL
JUST BEFORE
THE WAR.

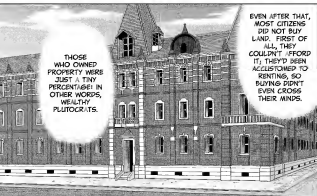


EVEN PEOPLE
WITH HIGH
SOCIAL STATUS,
LIKE NATSUME
SOSEKI AND
MORI OGAI,
LIVED IN RENTED
HOUSES.



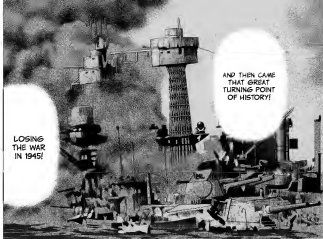
PERSONAL
PROPERTY
OWNERSHIP
RIGHTS WERE
ESTABLISHED
AFTER THE
LAND TAX
REFORM OF
1873.

UNTIL THE
EDO PERIOD,
THERE WAS
NO WAY FOR
PEOPLE TO
FREELY BUY
AND SELL
LAND.



THOSE
WHO OWNED
PROPERTY WERE
JUST A TINY
PERCENTAGE! IN
OTHER WORDS,
WEALTHY
PLUTOCRATS.

EVEN AFTER THAT,
MOST CITIZENS
DID NOT BUY
LAND. FIRST OF
ALL, THEY
COULDN'T AFFORD
IT; THEY'D BEEN
ACCLIMED TO
RENTING, SO
BUYING DIDN'T
EVEN CROSS
THEIR MINDS.







WE HAVE
TO DO
SOMETHING
ABOUT THE
HOMELESS
PROBLEM.



THE AGRICULTURAL
SECTOR IS
BARELY
STAVING
OFF FAMINE.

CONSTRUCTION
COMPANIES
WERE
DESTROYED
BY AIR RAIDS,
AND THE
INDUSTRIAL
COMPLEX WON'T
GET BACK ON
ITS FEET IN A
WHILE.



PROPERTY
TAXES AND
RENTAL TAXES
SKYROCKETED
FROM 3%
PRE-WAR TO
40% POSTWAR,
SUBLETTING
BECAME A
COMPLETELY
UNPROFITABLE
ENTERPRISE.

BECAUSE OF
RAPID POSTWAR
INFLATION,
THE BUILDING
COSTS OF
RENTAL HOUSES
INCREASED
200-FOLD.
RENTING BECAME
50 TIMES MORE
EXPENSIVE.



I'VE HEARD
MANY LAND-
OWNERS LET
60% OF THEIR
PROPERTIES
DURING THE
WAR, SO THE
PROPERTY
VALUE OF THE
NATION'S SOIL
HIT ROCK
BOTTOM.

PRE-WAR
LANDLORDS
WERE NO MORE,
METROPOLITAN
RESIDENTIAL
SUPPLIES WERE
COMPLETELY
GONE, AND
PEOPLE WERE
UPSET BECAUSE
THEY HAD
NOWHERE
TO LIVE.



SUPPOSEDLY
THEY
TEARFULLY
OPPOSED THE
IDEA, SAYING
THEY'D NEVER
DO ANYTHING
SO SHAMEFUL.

REMEMBER
THE STORY OUR
ALUMNUS KATO-
SAN TOLD US AT
SUMMER CAMP,
ABOUT HOW THEY
DEBATED DURING
THE WAR ABOUT
SELLING
STOCKS TO BUY
PROPERTY?



THAT'S
WHY THE
INVESTMENT
CLUB HAS A
LOT OF
INCOME
FROM
RENTALS
TODAY.

BUT THE
FACT IS, OUR
ALUMNI
DID TAKE
ADVANTAGE OF
THE CHAOS AND
PURCHASE
PLENTY OF
FIRST-RATE
CITY
PROPERTY.



THE KOREAN
WAR BROKE
OUT SOON
THEREAFTER, IN
1950. SINCE
JAPAN BECAME
THE MATERIAL
SUPPLIER,
DOMESTIC
INDUSTRIES
REVIVED.



THIS INITIATED
THE AGE OF
HIGH ECONOMIC
GROWTH,
STARTING
CIRCA 1955.

PROPERTY
VALUE SHOT
UP AND UP
DURING THAT
PERIOD!

THERE
WAS RAPID
DEVELOP-
MENT!

SHOWED
HIGHER
FIGURES
THAN THE
PROPERTY
BUBBLE OF
THE 1980S.

ECONOMIC BOOM

BUBBLE

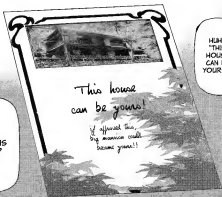
ACCORDING TO
STATISTICS, THE
RISE IN PROPERTY
VALUE DURING
THE ECONOMIC
BOOM OF
1958-1961.

THE
GOVERNMENT
HAD TO
QUICKLY
TACKLE THE
RESIDENTIAL
PROBLEM, TO
STABILIZE THE
CONCENTRATED
METROPOLITAN
POPULACE.

THE CAUSE
WAS DUE TO RAPID
INDUSTRIALIZATION
AND MIGRATION OF
THE POPULATION
FROM AGRARIAN TO
METROPOLITAN
AREAS, WHICH IN
TURN GAVE RISE
TO RESIDENTIAL
DEVELOPMENT.



WH...
WHAT IS
THIS?



HUH?
"THIS
HOUSE
CAN BE
YOURS?"



THAT WAS THE
SLOGAN
THOUGHT UP
BY KOBAYASHI
ICHIZO, THE
FOUNDER OF
THE HANKYU
TOHO GROUP.

EVEN BEFORE
THE WAR, THE
CHAIRMAN HAD
FOCUSSED
MOSTLY
ON LAND
DEVELOPMENT.



THE HANKYU
TOHO GROUP
WAS A MAJOR
CONGLOMERATION IN
KANSAI OF HANKYU
ELECTRIC RAILWAYS,
HANKYU DEPARTMENT
STORES, TAKARA-
ZUKA THEATRE
TROUPE, TOHO,
AND SO ON.



FIRST HE BOUGHT UP MOUNTAINOUS AND FORESTED LANDS FOR SPREADING RAILROAD TRACKS. AT TERMINALS, HE BUILT FACILITIES FOR ENTERTAINMENT AND DEPARTMENT STORES.

HE PURCHASED PROPERTY CHEAPLY, THEN SOLD AFTER RAISING THE VALUE.



HE DIVIDED LANDS INTO LOTS AND SOLD THEM, OR BUILT HOMES ON THEM AND SOLD BOTH LAND AND HOME.

THEN HE BUILT STATIONS IN BETWEEN, AND ESTABLISHED RESIDENTIAL NEIGHBORHOODS THERE.



THAT'S IMPOSSIBLE!



WHO'D BUY SUCH THINGS?

WAIT A SECOND.

EVEN IF THEY DILIGENTLY SAVED MONEY, HOW COULD THEY EVER AFFORD TO BUY?



THE AVERAGE WORKER, OF COURSE.



LEND
MONEY?

HOME
LOAN?



HE'D LEND
MONEY TO
POTENTIAL
BUYERS AS
A HOME
LOAN.

MISTER
KOBAYASHI
HAD AN
IDEA.



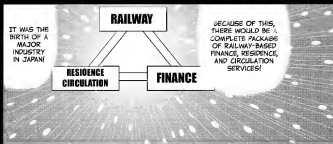
THAT WAY,
THE AVERAGE
WAGE
EARNER
COULD
AFFORD TO
PAY IT BACK.
ONCE THEY'D
PAID IN FULL,
THEY'D OWN
PROPERTY
RIGHTS.

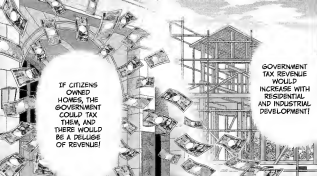
THE PURCHASE
PRICE FOR A
UNIT WOULD
BE DIVIDED UP,
TO BE PAID
BACK OVER
THE COURSE
OF SEVERAL
DECADES.



IT WOULD
ALSO BE A
BOON TO
INDUSTRIES OF
RESIDENTIAL
DEVELOPMENT,
LIKE LUMBER
AND CON-
STRUCTION

THE LENDERS
WOULD
PROFIT FROM
INTEREST,
WHICH
WOULD BE A
BOON TO
THEM.





IF CITIZENS OWNED HOMES, THE GOVERNMENT COULD TAX THEM, AND THERE WOULD BE A DELUGE OF REVENUE!

GOVERNMENT TAX REVENUE WOULD INCREASE WITH RESIDENTIAL AND INDUSTRIAL DEVELOPMENT!



LET'S PUT TOGETHER A LOAN PACKAGE AND MAKE PEOPLE BUY HOMES!

I SEE! WHAT A GREAT IDEA! LET'S GET ON IT RIGHT AWAY!



LET'S ESTABLISH THE NATIONAL PROJECT BY GATHERING TOGETHER RAILROAD COMPANIES, BANKS, AND CONSTRUCTION COMPANIES!

WE'LL SUCCEED FOR SURE IF WE FOLLOW THIS METHOD!



THE
RESIDENTIAL
FUNDING
TREASURY
WAS
ESTABLISHED
IN 1950, AND
EVEN THE
GOVERNMENT
PUSHED PEOPLE
TO BUY REAL
ESTATE.

ALL KINDS OF
RAILROAD
COMPANIES
EMULATED
KOBAYASHI'S
PREWAR MODEL
DURING THE
POSTWAR
AGE OF RAPID
ECONOMIC
GROWTH.



THE
MAN WHO
THOUGHT
UP THE IDEA
OF THE
"DREAM
HOME" WAS
A GENIUS.

I GUESS THAT WAS
WHEN SAYINGS LIKE
"BECOMING THE
MASTER OF ONE'S
OWN DOMAIN,"
"HOME OWNERSHIP
IS A SIGN OF TRUE
INDEPENDENCE," AND
SO ON STARTED IN
VARIOUS MEDIA.



IT SEEMS
LIKE THE
GOVERN-
MENT
IMPOSED
THAT
GOAL ON
THEM.

AND
YET...



PERSONAL
HOME
OWNERSHIP
BECAME
FASHIONABLE
IN THE
1960S.



ALL IT
MEANS IS
THAT THERE
WERE SOME
SMART
FOLKS WHO
THOROUGHLY
PLANNED
THINGS
OUT.

THERE
WAS A HUGE
BOOM IN
SINGLE-
UNIT HOME
PURCHASES,
AND BUYING
A HOME
BECAME THE
GOAL OF
CITIZENS.



STARTING IN THE 1970S, THERE WAS A RAPID RISE OF NEW TOWNS AS THE POLITICAL PLAN WAS IMPLEMENTED, BASED ON THE "PLAN FOR REMODELING THE JAPANESE ARCHIPELAGO."

AFTER THAT, LAND DEVELOPMENT BECAME JAPAN'S MAIN AND MOST IMPORTANT POLITICAL PLAN.



FROM AN INTERNATIONAL PERSPECTIVE, ITS DEVELOPMENT WAS EXTREMELY UNIQUE.

NOW WE KNOW THAT HOME OWNERSHIP BY JAPANESE PEOPLE HAS ONLY BEEN A VERY RECENT THING.



RIGHT... I'LL DO MY BEST.



NOW, APPLYING THIS KNOWLEDGE TO THE BATTLE AGAINST SHINJI IS ALL UP TO YOU, ZAIDEN.



I TOLD MY
PARENTS
ABOUT IT,
AND THEY
GAVE PER-
MISSION.

I WILL
ATTEND A
LECTURE BY
A NOBEL
LAUREATE IN
TOKYO OVER
THE WEEKEND.
I'M GOING
TO STAY AT
REN-SAN'S
HOME.



YOU
DON'T
OWE ME
ANYTHING.
IF
ANYTHING,
I'M
GRATEFUL
TO YOU

I OWE IT TO
YOU FOR
HAVING
CAUSED YOUR
PARENTS
TO GET
SUSPICIOUS.
IT WAS MY
FAULT.



HE GAVE ME
PERMISSION
WITHOUT
PROTEST.

I'M GLAD
YOUR MOM
MADE AN
APPEAL TO
MY DAD.



WHEN I
THINK
ABOUT REAL
ESTATE...



...LAND WAS
ONCE THE
KING OF
WEALTH



...BUT TO GET A
LOAN AS EARLY IN
LIFE AS POSSIBLE,
PURCHASE REAL
ESTATE, AND KEPT
ON PAYING BACK
THE DEBT.



EVER SINCE THE
PERIOD OF RAPID
ECONOMIC
GROWTH, CITIZENS
HAVE HAD NO
OTHER PATH
TO BUILD
WEALTH.



CITIZENS
BECAME
PROSPEROUS
BY OWNING
REAL ESTATE,
SINCE
PROPERTY
VALUES KEPT
INCREASING.

FORTUNATELY
FOR THEM,
PROPERTY
VALUE IN JAPAN
KEPT RISING.



HOWEVER...
THAT WAS
NOTHING BUT
PROPAGANDA
FROM THE
GOVERNMENT.

STOCKS AND
BONDS COULD
FALL IN VALUE,
SO THEY WERE
ANATHEMA TO
THE PEOPLE, BUT
THEY COULD TRUST
LAND AS THEIR
NUMBER ONE
SOURCE OF
WEALTH.



JAPAN
ENTERED THE
AGE OF
DEPOPULATION.
PROPERTY
VALUE BEGAN
TO STEADILY
FALL, AND LAND
WAS TOPPLED
FROM ITS
REGAL THRONE
OF PERSONAL
WEALTH.

THE BUBBLE
EVENTUALLY
BURST, AND THE
PROPAGANDA
LOST
CREDIBILITY.
THE TIMES
CHANGED IN A
BIG WAY.



THAT'S
NOTHING
BUT A
FLOWERY
FABRICATION,
A DETRAC-
TION FROM
REALITY.

"A HOME IS
A PLACE OF
MAKING
FAMILY
MEMORIES."



THERE'S NO
NEED TO BUY
REAL ESTATE
BY GOING
INTO DEBT.

I'M SORRY TO
SAY IT, BUT MY
POSITION IS THE
OPPOSITE OF MY
FATHER'S.



BECAUSE
THAT'S WHAT
EVERYBODY
IN JAPAN DID
BEFORE THE
WAR.

FAMILIES CAN BE
PLENTY HAPPY
EVEN IN RENTED
HOMES. THEY
CAN MAKE
FAMILY
MEMORIES
THERE JUST
THE SAME.

